

International Tourism Snapshot

Year ending December 2008

Data Source: International Visitor Survey, Tourism Research Australia

International Market Outlook

The dynamic state of the world economy and the spread of deeper recession in Tasmania's key markets including North America, the United Kingdom (UK), New Zealand (NZ), Japan and Germany are likely to result in a reduction of long haul travel to Australia in 2009 and 2010. Emerging markets in developing regions such as China, India and Eastern Europe are also likely to move into recessionary slow-downs with a consequent reduction in travel to Australia.

While the fall in the value of the Australian dollar against key currencies would normally make Australia a more affordable destination, recent experience suggests that this has little or no impact on increasing international visits when those markets are experiencing deteriorating economic conditions.

National Overview

The number of international visitors to Australia continues to trend downward. In 2008 there were 5.2 million visitors to the Country, down 1% on the previous year. Despite fewer visitors; visitor nights (+6%), expenditure (+6%) and average length of stay (+7%) all increased. For much of the year ending December 2008, international visitor numbers have been negatively influenced by global economic uncertainty, the strong Australian dollar and high oil prices. Inbound leisure trips have fallen 2% year on year as global economies dive. While inbound travel remains flat, travel by residents from Australia continues to grow, increasing 6% on the year to January 2009¹.

Visitors to Australia from India (+22%), and Canada (+9%) continued to grow strongly over the year to December 2008. However, for the first time since the year ending March 2004, growth in visitors from China has halted. Visitation from Japan reached an all time low in 2008, down 20% on 2007. Visitors from the UK declined marginally (-2%) in 2008 in comparison to the larger decreases recorded in preceding results. Encouragingly, the number of visitors from the USA remained stable, thus far, with no change recorded in 2008 compared with 2007.

Fewer visitors came to Australia for a holiday in 2008 than in 2007 (-6%). Declines in holiday visitors have been steadily increasing since the year ending December 2007. Most of the reduction in holiday visitation was out of Japan (-22%), Korea (-17%), New Zealand (-9%) and the UK (-4%). Offsetting the decline in holiday visitation, all other reasons for visiting Australia recorded positive growth - visiting friends and relatives up 4%, business up 1%, education up 7%, and employment up 4%.

Tasmanian Overview

International travel to Tasmania continues to hold up relatively well in a period of soft visitation to Australia. In 2008 the number of international visitors to Tasmania decreased by 4%, or 7,000 visitors, to 152,000 visitors. In spite of the decline, international visitor numbers to Tasmania are still at a record high and are the second highest they have been since the IVS began in 1999.

The number of international visitor nights spent in Tasmania also decreased over the year (-3%). Despite fewer visitors and fewer nights than the previous year, visitors stayed longer in 2008. The average length of time international visitors spent in Tasmania increased slightly from 19.4 nights in 2007 to 19.7 nights in 2008. Notwithstanding fewer visitors and nights, the average spend per visitor grew to \$1,520 (+9%), which saw total spend by international visitors increase by 5% to \$231 million.

¹ *Overseas Arrivals and Departures, Short-term residents departing Australia (trend), January 2009, Australian Bureau of Statistics*

In contrast to declining national holiday visitation (-6%), international holiday visitors to Tasmania increased (+3%) in 2008, the first positive growth recorded since the year ending September 2007. Other growth markets were visiting friends and relatives (VFR) (+2%) and Employment (+9%). The largest decline in percentage terms was out of the business sector, down 52% to 10,800 visitors over the past year, the lowest number recorded since the year ending September 2006. Visitation for education (8,700) also decreased (-12%) over the year, although the number of visitors arriving for educational purposes is still well above pre December 2006 levels.

The majority of international visitors who came to Tasmania in the year ending December 2008 did not extend their overnight itineraries into regional Tasmania. Only 14% of all nights spent by international visitors in Tasmania were spent in areas outside the major cities. In contrast, over two thirds (68%) of all international visitor nights in 2008 were spent in Hobart and Surrounds, followed by 18% of nights in Launceston, Tamar and the North, although both areas recorded a decrease in nights on the previous year. In addition, there were decreases in the number of international visitors to each zone in 2008.

Almost half (44%) of all international visitors to Tasmania stayed in a hotel, resort, motel, or motor inn, followed by 24% staying in the home of a friend or relative, and 22% staying in a backpacker/hostel. The largest proportion of international nights (33%) was spent in rented house/apartment/unit/flat accommodation, with 76% of these nights spent in Tasmania by international education visitors. Also during the year ending December 2008, 55% of all international visitors to Tasmania were travelling on their own in the State, 56% were on a return visit to Australia, 25% used the internet prior to leaving home to book some of their accommodation in Australia, and 41% were aged between 15 and 34 years.

Tasmania's International Market Share

Tasmania received 2.9% of all international visitors to Australia in 2008, slightly less than in 2007 (3.1%). Only Victoria (+1%) and Western Australia (WA) (+3%) experienced growth, albeit small, in visitor numbers and market share over the year, with the bulk of growth coming from the VFR market. More importantly, however, Tasmania was the only state/territory to record an increase in the number of holiday visitors in 2008 (+3%). All other states/territories recorded a decrease in international holiday visitors over the period.

As the only state/territory to record a decline in visitor nights in 2008 (-3%), Tasmania's market share of all international nights in Australia dropped marginally from 1.9% to 1.8%. Queensland (QLD) (+12%), Victoria (+9%), and WA (+9%) experienced the strongest growth in visitor nights over the year.

Despite the decrease in the number of international nights spent in Tasmania, an increase in the average spend per person meant Tasmania's share of all international expenditure (excluding package expenditure) in Australia remained unchanged at 1.5% in 2008 compared with 2007. All states/territories, except for the ACT, recorded growth in international expenditure. The Northern Territory achieved the strongest growth (+12%), followed by QLD (+10%), Victoria (+9%), South Australia (+7%), Tasmania (+5%), WA (+5%), and NSW (+4%).

Tasmania's International Markets Overview

Visitors from Asia, Europe, North America, and the United Kingdom (UK) continued to be Tasmania's largest sources of international visitors during 2008. A sharp rebound in demand from the USA (+26% to 23,500) in 2008 saw the gap closing on UK's lead. Meanwhile, recovery from the UK market (+3% to 28,200) has just started to check, although Tasmania is still holding up much better than Australia (-2%). Visitation from New Zealand was weak over the year to December 2008, down 19%, with declines also recorded from Germany (-19%), Japan (-35%) and Canada (-16%). The UK (\$32 million) was Tasmania's largest source market in terms of total spend in the State in 2008, followed by North America (\$30 million), and New Zealand (\$16 million).

North America (Canada and USA)

Despite the USA moving deeper into severe recession, the number of visitors to Australia from North America was steady in 2008 (+2% to 548,000), with the number visiting Tasmania increasing by 12% to 31,800 visitors. In contrast to recent negative performances, all of this growth was out of USA, up 26% on the previous year; whereas Canada declined by 16%, the first drop in visitors numbers from Canada since 2002. Despite growth in visitor numbers, total nights by Northern American visitors declined 37%, with their average length of stay dropping from 13.4 nights to 7.5 nights. A shorter length of stay resulted in a 12% decrease in total expenditure, with the average spend per visitor dropping to \$943.

United Kingdom (UK)

Along with USA, the UK continues to be Tasmania's single contributor to visitation from overseas; and unlike the national trend (-2%), UK visitation to Tasmania increased by 3% over the year. UK visitors continue to stay for longer periods, with average length of stay increasing from 12.1 nights to 14.4 nights in 2008, resulting in a 23% increase in visitor nights. Total spend by UK visitors also grew (+30%) in 2008 compared with the previous year. Consequently, the average spend per UK visitor increased to \$1064, while their average spend per night increased to \$74 (was \$69).

New Zealand (NZ)

While there was a fairly small decline in visitors into Australia from NZ (-2%) in 2008, Tasmania experienced a much bigger decrease in visitor numbers from that country (-19%). While the average spend per visitor grew slightly to \$1135 (was \$1034), the reduction in the number of visitors resulted in an overall decrease (-11%) in total spend by New Zealanders visiting Tasmania. Their average length of stay reached 15.4 nights in 2008, with an average spend per night recorded at \$74.

Total Europe (Germany and Other Europe)

Total visitor numbers to Tasmania from Europe reached 31,300 during 2008, a 3% decrease on the previous year. While the number of Germans visiting Australia increased 6% to 155,100 in 2008, the number who visited Tasmania during the same period decreased by 19% to 8,400. Despite this reduction in number, Germany remains Tasmania's single largest market within Europe. Meanwhile, the number of visitors from all other European countries combined grew (+4%) over the year. However, due to a considerable decline in average length of stay, from 21.0 nights to 16.0 nights, the total nights spent in the State by Total European visitors declined 26%. European expenditure is not published due to reliability issues.

Japan

In 2008 visitation from Japan fell considerably both nationally (-20%) and to Tasmania (-35%). Those Japanese who are visiting Tasmania, however, are staying for longer periods, and consequently their average length of stay increased from 26.7 nights to 36.7 nights in 2008. Expenditure by Japanese visitors reached \$13 million during 2008; no change on the previous 12 month period. Japanese visitors continue to record the highest spend per visitor (\$2063), and the longest average length of stay in Tasmania, than any other market (36.7 nights).

Other Asia (excluding Japan but including China, Korea, Hong Kong, Singapore, Malaysia, Indonesia, Taiwan, Thailand)

While the number of visitors from the combined Asian nations excluding Japan into Australia increased by 2% to 123,000, Tasmania experienced a 16% decline in the number of visitors from this market in 2008 (now 31,500 visitors). Of all overseas visitors, those from Other Asia spent the greatest number of nights in Tasmania (+2% to 1.12 million), which accounted for 37% of total international nights spent in the State. The average length of stay of Other Asia visitors grew from 29.4 nights in 2007, to 35.4 nights in 2008, the second longest stay of any overseas market. The long average stay is largely due to a high proportion of Malaysian visitors in Tasmania for education purposes.

TABLE 1. INTERNATIONAL VISITATION – TASMANIA AND AUSTRALIA

	TASMANIA			AUSTRALIA		
	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08	% Change
International visitors	159,000	152,000	-4	5,196,500	5,166,800	-1
International nights	3,084,300	2,988,000	-3	158,219,800	167,844,800	6
Average Length of Stay (nights)	19.4	19.7	1	30.4	32.5	7
Expenditure <i>excluding</i> package expenditure (\$million)	\$221	\$231	5	\$14,623	\$15,567	6
Expenditure <i>including</i> package expenditure (\$million)	\$233	\$243	4	\$15,675	\$16,693	6
Average expenditure per visitor ¹	\$1,390	\$1,520	9	\$3,016	\$3,231	7
Average expenditure per night ¹	\$72	\$77	8	\$99	\$99	0
Market Share						
Visitors	3.1%	2.9%		100%	100%	
Nights	1.9%	1.8%		100%	100%	
Expenditure ¹	1.5%	1.5%		100%	100%	
International Purpose of visit²						
Holiday	105,200	108,800	3	2,579,400	2,436,800	-6
Visit friends or relatives	31,400	31,900	2	1,096,700	1,145,400	4
Business	22,400	10,800	-52	872,900	878,000	1
Education	9,900	8,700	-12	348,600	372,400	7
Employment	2,300	2,500	9	115,300	119,700	4
Other reason	np	2,300	np	183,700	214,600	17
Total international visitors	159,000	152,000	-4	5,196,500	5,166,800	-1

Source: International Visitor Survey, Tourism Research Australia

¹ Average spend per visitor, spend per night and expenditure market share is calculated using expenditure *excluding* package spend.

² The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can give more than one reason for their visit.

np - not published due to data reliability.

TABLE 2. INTERNATIONAL VISITOR NIGHTS BY PURPOSE

Purpose of visit	12 months ending Dec 07	12 months ending Dec 08	% Change	Average Length of Stay (07)	Average Length of Stay (08)	% Change
	nights	nights	%	nights	nights	%
Holiday	1,031,300	994,800	-4	10	9	-7
Visit friends or relatives	465,200	592,600	27	15	19	25
Business	np	np	np	np	np	np
Education	1,293,300	1,163,200	-10	130	134	3
Employment	np	np	np	np	np	np
Other	np	np	np	np	np	np
Total	3,084,300	2,988,000	-3	19	20	1

Source: International Visitor Survey, Tourism Research Australia

TABLE 3. INTERNATIONAL VISITOR EXPENDITURE¹

EXPENDITURE (EXCLUDING PACKAGE \$)							
Purpose of visit	12 months ending Dec 07	12 months ending Dec 08	% Change	Average spend per visitor (07)	Average spend per visitor (08)	Average spend per night (07)	Average spend per night (08)
	\$million	\$million	%	\$	\$	\$	\$
Holiday	\$81	\$90	11	\$770	\$827	\$79	\$90
Visit friends or relatives	\$27	\$28	4	\$860	\$878	\$58	\$47
Business	\$25	\$14	-44	\$1,116	\$1,296	np	np
Education	\$79	\$92	16	\$7,980	\$10,575	\$61	\$79
Other	np	np	np	np	np	np	np
Total	\$221	\$231	5	\$1,390	\$1,520	\$72	\$77

Source: International Visitor Survey, Tourism Research Australia

¹ Modelled expenditure excluding package expenditure

TABLE 4. ORIGIN OF INTERNATIONAL VISITORS TO TASMANIA

Origin of visitor	VISITORS			NIGHTS				EXPENDITURE				
	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08	Average % Length of Stay (08)	12 months ending Dec 07	12 months ending Dec 08	% Change	Average \$ per visitor (08)	Average \$ per night (08)	
	visitors	visitors	%	nights	nights	%	\$million	\$million	%	\$	\$	
United Kingdom	27,500	28,200	3	331,400	406,400	23	14.4	\$23	\$30	30	\$1,064	\$74
New Zealand	17,400	14,100	-19	np	217,000	np	15.4	\$18	\$16	-11	\$1,135	\$74
Total Asia	47,200	37,800	-20	1,357,700	1,347,000	-1	35.6	np	np	np	np	np
<i>Japan</i>	<i>9,700</i>	<i>6,300</i>	<i>-35</i>	<i>259,200</i>	<i>231,000</i>	<i>-11</i>	<i>36.7</i>	<i>\$13</i>	<i>\$13</i>	<i>0</i>	<i>\$2,063</i>	<i>\$56</i>
<i>Other Asia</i>	<i>37,400</i>	<i>31,500</i>	<i>-16</i>	<i>1,098,500</i>	<i>1,116,000</i>	<i>2</i>	<i>35.4</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>
North America	28,500	31,800	12	380,700	238,200	-37	7.5	\$34	\$30	-12	\$943	\$126
<i>USA</i>	<i>18,700</i>	<i>23,500</i>	<i>26</i>	<i>275,400</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>\$22</i>	<i>\$17</i>	<i>-23</i>	<i>\$723</i>	<i>np</i>
<i>Canada</i>	<i>9,900</i>	<i>8,300</i>	<i>-16</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>\$8</i>	<i>\$7</i>	<i>-13</i>	<i>\$843</i>	<i>np</i>
Total Europe	32,300	31,300	-3	679,900	500,800	-26	16.0	np	np	np	np	np
<i>Germany</i>	<i>10,400</i>	<i>8,400</i>	<i>-19</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>\$16</i>	<i>\$9</i>	<i>-44</i>	<i>\$1,071</i>	<i>np</i>
<i>Other Europe</i>	<i>22,000</i>	<i>22,800</i>	<i>4</i>	<i>491,700</i>	<i>348,000</i>	<i>-29</i>	<i>15.3</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>	<i>np</i>
Other Countries	6,200	8,800	42	np	278,700	np	31.7	np	\$19	np	\$2,159	\$68
Total	159,000	152,000	-4	3,084,300	2,988,000	-3	19.7	\$221	\$231	5	\$1,520	\$77

Source: International Visitor Survey, Tourism Research Australia

¹ Modelled expenditure excluding package expenditure

np - not published due to data reliability

TABLE 5. INTERNATIONAL VISITORS TO STATES/TERRITORIES

State/territory visited	VISITORS				NIGHTS				EXPENDITURE			
	12 mths ending Dec 07	12 mths ending Dec 08	% Change	Visitor share (08)	12 mths ending Dec 07	12 mths ending Dec 08	% Change	Night share (08)	12 mths ending Dec 07	12 mths ending Dec 08	% Change	Spend share (08)
			%	%			%	%	\$million	\$million	%	%
NSW	2,844,700	2,768,500	-3	54%	57,267	58,053	1	35%	\$5,449	\$5,644	4	36%
VIC	1,461,600	1,479,400	1	29%	30,953	33,655	9	20%	\$3,073	\$3,349	9	22%
QLD	2,171,900	2,050,700	-6	40%	36,115	40,564	12	24%	\$3,320	\$3,648	10	23%
SA	363,100	356,100	-2	7%	6,855	6,838	0	4%	\$471	\$504	7	3%
WA	655,700	675,800	3	13%	17,908	19,534	9	12%	\$1,615	\$1,689	5	11%
TAS	159,000	152,000	-4	3%	3,084	2,988	-3	2%	\$221	\$231	5	1%
NT	346,900	327,600	-6	6%	3,024	3,075	2	2%	\$275	\$307	12	2%
ACT	164,700	157,200	-5	3%	2,596	2,626	1	2%	\$197	\$195	-1	1%
Total Australia*	5,196,500	5,166,800	-1	100%	158,220	167,845	6	100%	\$14,623	\$15,567	6	100%

Source: International Visitor Survey, Tourism Research Australia

*Sum of components for State/territory visited will be greater than the total as a visitor can visit more than one state per visit to Australia.

TABLE 6. PURPOSE OF VISIT TO TASMANIA BY ORIGIN

Origin of visitor	LEISURE (HOLIDAY & VFR)			OTHER REASON			TOTAL		
	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08	% Change
	visitors	visitors	%	visitors	visitors	%	visitors	visitors	%
United Kingdom	26,500	27,400	3	np	np	np	27,500	28,200	3
New Zealand	12,600	10,700	-16	5,400	3,700	-33	17,400	14,100	-19
Total Asia	30,700	30,300	-1	17,700	9,400	-47	47,200	37,800	-20
Japan	7,500	5,100	-31	2,600	2,000	-24	9,700	6,300	-36
Other Asia	23,200	25,200	8	15,100	7,400	-51	37,400	31,500	-16
North America	24,200	29,000	20	5,100	3,900	-23	28,500	31,800	12
USA	15,500	21,200	37	3,900	2,900	-26	18,700	23,500	26
Canada	8,700	7,800	-11	np	np	-14	9,900	8,300	-16
Total Europe	29,200	28,800	-1	3,900	3,100	-20	32,300	31,300	-3
Germany	9,100	8,100	-12	np	np	np	10,400	8,400	-19
Other Europe	20,100	20,800	3	2,500	2,700	8	22,000	22,800	4
Other Countries	4,900	6,400	32	np	2,500	np	6,200	8,800	43
Total	128,100	132,500	3	35,200	23,500	-33	159,000	152,000	-4

Source: International Visitor Survey, Tourism Research Australia

np - not published due to data reliability.

TABLE 7. ZONES VISITED IN TASMANIA¹

Zones Visted	VISITORS				NIGHTS			
	12 months ending Dec 07	12 months ending Dec 08	% Change	% of visitors (08)	12 months ending Dec 07	12 months ending Dec 08	% Change	% of nights (08)
Hobart and Surrounds	131,600	123,500	-6	81%	2,083,200	2,025,700	-3	68%
Launceston, Tamar and the North	63,600	58,700	-8	39%	600,900	542,800	-10	18%
The North West and King Island	29,300	23,100	-21	15%	np	np	np	np
Western Wilderness ²	33,700	31,400	-7	21%	np	np	np	np
The East Coast and Flinders Island	34,900	31,500	-10	21%	np	np	np	np
Total	159,000	152,000	-4		3,084,300	2,988,000	-3	

Source: International Visitor Survey, Tourism Research Australia

¹ Zones are based on Tourism Tasmania's Marketing Zones.

² Western Wilderness includes Cradle Mountain.

np - not published due to data reliability

How to read this table: 81% of all international visitors to Tasmania in the 12 months to December 2008 visited Hobart and Surrounds.

TABLE 8. ACCOMMODATION USED IN TASMANIA

Accommodation used	VISITORS				NIGHTS			
	12 months ending Dec 07	12 months ending Dec 08	% Change	% of visitors (08)	12 months ending Dec 07	12 months ending Dec 08	% Change	% of nights (08)
Hotel, resort, motel, motor inn	75,000	66,200	-12	44%	397,300	371,300	-7	12%
Backpacker / hostel	31,200	34,100	9	22%	263,600	300,100	14	10%
Rented house/apartment/unit/flat	11,300	14,700	30	10%	752,200	1,000,700	33	33%
Friend/relatives home (no payment)	36,900	37,000	0	24%	618,800	713,600	15	24%
Caravan	17,400	16,000	-8	11%	np	np	np	np
Guest house / Bed and Breakfast	11,600	10,700	-7	7%	np	np	np	np
Boat, houseboat, cabin cruiser, cruise ship	7,200	5,700	-21	4%	np	np	np	np
Educational institution (eg uni)	4,500	2,100	-54	1%	425,500	289,600	-32	10%
Homestay	3,300	2,400	-27	2%	274,900	np	np	np
Other	2,900	2,500	-14	2%	np	np	np	np
Total	159,000	152,000	-4	100%	3,084,300	2,988,000	-3	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 24% of all international visitors to Tasmania in the 12 months to December 2008 stayed in a home of a friend or relative.

np - not published due to data reliability

TABLE 9. FIRST OR RETURN VISIT TO AUSTRALIA

	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08
First or return visit	visitors	visitors	%	%	%
First visit to Australia	64,100	67,600	5	40%	44%
Return visit to Australia	95,000	84,400	-11	60%	56%
Total	159,000	152,000	-4	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 67,600 international visitors to Tasmania in the 12 months to December 2008 where visiting Australia for the first time.

TABLE 10. TRAVEL PARTY OF INTERNATIONAL VISITORS

	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08
Travel party	visitors	visitors	%	%	%
Unaccompanied traveller	86,800	83,600	-4	55%	55%
Adult couple	39,500	47,100	19	25%	31%
Family group - parent(s) and children	15,300	8,800	-42	10%	6%
Friends/relatives travelling together	12,400	10,700	-14	8%	7%
Business associates travelling together (with or without spouses)	5,000	1,700	-66	3%	1%
Total	159,000	152,000	-4	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 55% of international visitors to Tasmania in the 12 months to December 2008 were travelling alone.

TABLE 11. AGE OF INTERNATIONAL VISITORS

	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08
Age group	visitors	visitors	%	%	%
15 to 24	27,300	26,500	-3	17%	17%
25 to 34	29,400	36,700	25	18%	24%
35 to 44	23,200	20,400	-12	15%	13%
45 to 54	25,600	19,100	-25	16%	13%
55 to 64	32,400	29,800	-8	20%	20%
65 and over	21,200	19,500	-8	13%	13%
Total	159,000	152,000	-4	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 24% of all international visitors to Tasmania in the 12 months to December 2008 were aged between 25 to 34 years.

TABLE 12. ITEMS BOOKED VIA THE INTERNET BY INTERNATIONAL VISITORS

	12 months ending Dec 07	12 months ending Dec 08	% Change	12 months ending Dec 07	12 months ending Dec 08
Information Sources	visitors	visitors	%	%	%
International airfare	34,900	50,400	44	22%	33%
Domestic airfare	34,100	37,500	10	21%	25%
Organised tour	7,900	7,800	-2	5%	5%
Vehicle rental	14,600	14,000	-4	9%	9%
Accommodation	33,400	37,300	12	21%	25%
Sporting events	np	np	np	np	np
Entertainment activities or events	np	3,800	np	np	3%
Bus or train transport	2,200	3,300	48	1%	2%
Australian travel package	np	np	np	np	np
Education training or conferences	np	np	np	np	np
Not applicable	94,300	76,900	-18	59%	51%
Total	159,000	152,000	-4	100%	100%

Source: International Visitor Survey, Tourism Research Australia

How to read this table: 25% of all international visitors to Tasmania in the 12 months to December 2008 used the internet to book accommodation in Australia prior to leaving home.

Data source and reliability

The information included in this report was extracted from the International Visitor Survey (IVS), Tourism Research Australia. The IVS collects information via face to face interviews of a sample of short-term (<12 months) international visitors in the departure lounges of eight international airports around Australia.

The table below provides the 95% confidence intervals for a range of estimates in the IVS. That is, there are approximately 19 chances in 20 that the true number of international visitors, nights and expenditure is within the range identified in the table. A basic assumption is that the bigger the sample (the more visitors that were interviewed), the smaller the range can be. Conversely, results based on a small number of interviews are less reliable, meaning the size of the range is bigger to compensate. This means that smaller estimates are less reliable than larger estimates. To illustrate; if the IVS estimated that 20,000 visitors from the USA stayed in Tasmania then looking at the visitor column, we can be 95% confident that the true number of Americans who stayed in Tasmania was between 16,000 (lower limit estimate) and 24,000 (upper limit estimate).

Please consult the table below before drawing any conclusions or inferences, or taking any action, based on the data. Judgments as to the level of data reliability required should be relative to the decisions they inform.

95% CONFIDENCE INTERVALS FOR IVS ESTIMATES						
Estimate	VISITORS		NIGHTS		EXPENDITURE (\$million)	
	lower limit	upper limit	lower limit	upper limit	lower limit	upper limit
2,000	1,000	3,000				
5,000	3,000	7,000				
10,000	7,000	13,000				
20,000	16,000	24,000				
50,000	43,000	57,000				
100,000	90,000	110,000	24,000	176,000		
155,000	143,000	168,000	59,000	251,000		
200,000			89,000	311,000		
300,000			161,000	439,000		
400,000			238,000	562,000		
500,000			316,000	684,000		
1,000,000			731,000	1,269,000		
2,000,000			1,606,000	2,394,000		
2,978,000			2,487,000	3,469,000		
5,000,000					4	6
10,000,000					7	13
15,000,000					11	19
20,000,000					15	25
50,000,000					19	31
100,000,000					75	126
200,000,000					149	251
247,000,000					184	310

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